

Meeting Minutes

Media and Communications Committee

Location: Fire Conference Room
3:30 p.m., Monday, March 19, 2007

1. **Welcome and Introduction.** Chairwoman Leslie Daigle convened the meeting at 3:35 p.m. The following persons were in attendance:

Committee members

- Council Member Leslie Daigle (Chair)
- Council Member Keith Curry
- Council Member Nancy Gardner
- Dan Wampole
- Don Boortz

City Staff

- Dave Kiff, Assistant City Manager
- Aaron Harp, Assistant City Attorney
- Steve Badum, Public Works Director
- Paul Malkemus, MIS Manager
- Marilee Jackson, PIO
- Iris Lee, Associate Civil Engineer
- Brandon Nichols, Associate Planner
- Kim Rieff, Department Assistant

Consultant

- Bill Marticorena

Member of the public

- Suzanne Bonnet
- Rhonda Nobel
- Chris Sullivan

2. **Approval of Previous Meeting Minutes**

- Not Discussed

3. **New Business**

A. Presentations to the Committee

- **ATS Communications (www.atscomm.com)**

Mr. Ingegneri gave a presentation on ATS Communications. He said they provide consultant services to the municipal and local government agencies. They have been representing these agencies for the last three years. He explained that an RF Engineering

study is done for each carrier's cell sites to see what their coverage is and to determine where future sites need to go.

In response to Chairwoman Daigle, Mr. Ingegneri said they try to negotiate the best lease terms. Their fee would be 25%.

In response to Councilman Curry, Mr. Ingegneri said the potential revenue is about \$25 million over the next 25 years. The cost of the initial study is \$200,000 with a contract length typically 20 to 30 years with 5 or 10 year options.

Councilman Curry requested staff come back to the committee to report on our fees, revenue, and how they're processed so the committee can determine if it wants to outsource.

- **Presentation by ATT Video Service**

Dennis O'Neil, Richard Porras and Mark Leslie made a presentation. Mr. O'Neil said they are bringing a major upgrade to 22 states including California.

Mr. Leslie said they are upgrading and maximizing the existing infrastructure and eliminating street cuts, intrusion on private property or anything additional to the homeowner. He talked about the Pronto broadband project they started and how they were able to bring broadband speeds to 1.5 to 3.0 megabytes, which at the time was very fast.

In response to Chairwoman Daigle's question about power supply, Mr. Leslie said it's commercially powered with a meter either mounted or free standing. There are no external or backup generators.

He explained that the location would be at the existing box site. They work with Public Works to decide which location would be best and try to put them in public right-of-ways or behind landscaping.

Regarding the City's policy of AGF's (above ground facilities), Mr. Badum said the ordinance says that in underground districts, when feasible, they have to be underground. Mr. Leslie said they do build underground environmental vaults with electronic equipment that has to be serviced. We are building in over 60 cities and not one of them has required underground facilities.

Chairwoman Daigle said the City's concern is aesthetics. Mr. Leslie replied that they are being built above ground in every other community in the United States. We are asking to work with your community to install a percentage of the existing 200 boxes with an adjoining cabinet next to it in an area that is already aesthetically pleasing. He said the technology they're deploying is not designed to be placed underground.

In response to Councilman Curry, Mr. Badum said they have not permitted any boxes so far to date because if any boxes are added there would be an ADA problem. Mr. Badum said there are other companies that have underground technology.

Mr. Leslie said the homeowners have a competitive choice because we will charge about \$35 for our high-speed broadband where other cable companies charge about \$50 and we don't create any ADA issues.

Councilwoman Gardner asked Mr. Leslie if the boxes have to be a certain distance apart. Mr. Leslie said about 100 feet. He said they notify everybody within 1,000 feet by letter, then a follow-up letter and door hanger.

Councilman Curry asked Mr. Leslie if there is any revenue potential to the City by putting these boxes in and having two cable companies who are franchised and paying franchise fees. Mr. Marticorena said after the franchise fee the City receives 5% from Time Warner, 5% from Cox and 5% from AT&T to the extent they provide video services.

Mr. Wampole asked Mr. Leslie if AT&T is willing to provide services similar to what the cable companies have done such as providing the City with channels to broadcast items they want on the air. Mr. Leslie said they would because it's a state law requirement.

Mr. Wampole said the City is also looking for a network to use to bring its fixed locations together and integrate the intersections, the signals, and video. Mr. Leslie said they are building Wi-Fi networks for communities, licensed and unlicensed, disaster recovery, and law enforcement. It will blanket the entire community. They are not building a new backbone network in the City because there is plenty of fiber here. They would lease the components to the City.

4. Old Business – Not discussed at this meeting

A. NBTV Update – Brief update from Marilee Jackson about Council cablecasts and community programming.

B. CCN TV Discussion – What are the Committee's thoughts about moving forward with the type of service offered by a firm like CCNTV?

5. Public Comments on Non-Agenda Items

Ms. Sullivan asked the committee if they had a chance to read the information submitted to Mr. Kiff back in November concerning the problem with Wi-Fi and the non-ionizing radiation. Chairwoman Daigle, Councilman Curry, Mr. Wampole, Mr. Boortz and Mr. Kiff said they looked at it.

Ms. Daigle said although it could be valid information, Congress makes those judgments and standards for the City. Ms. Sullivan said the FCC guidelines are a Congress thing. She wants the City to protect the health and safety of its citizens. Ms. Daigle said she appreciates Ms. Sullivan's perspective and the City will be going through an educational process.

6. Items for Next Agenda

Ms. Daigle asked the committee to email her as to what they want on the next agenda.

7. **Adjourn & Set Next Meeting Date**

The next meeting is scheduled for March 26th at 10:30 a.m.

The meeting was adjourned at 5:00 p.m.